

**PATENT****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Appl.No. : 10/023,377 Confirmation No. 2451  
Applicant : Ren EGAWA et al.  
Filed : December 12, 2001  
TC/A.U. : 2676  
Examiner : Anthony J. BLACKMAN  
Docket No. : 01-MV-065  
Customer No. : 30428

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JUN 10 2004

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**MS NON-FEE AMENDMENT**

Commissioner for Patents

P.O.Box 1450

Alexandria VA 22313-1450

**Attention: Examiner Anthony J. BLACKMAN****RESPONSE WITH AMENDMENT UNDER 37 C.F.R. §§ 1.111**

Sir:

The following amendment is being submitted in response to the Office Action dated January 2, 2004, please enter and consider the following amendment and remarks as follows:

**Table Of Contents For Each Section Of this Response**

IN THE TITLE .....	2
IN THE CLAIMS .....	3
REMARKS .....	10
CONCLUSION .....	15

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 or facsimile transmitted to the U.S. Patent and Trademark Office on the date 4/2, 2004

Signature:

Kathleen Schlosberg

By:

Kathleen Schlosberg

Applicant, Assignee, or Representative

01-MV-065

1

10/023,377

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Copy of  
#6

**TELECOPIER TRANSMITTAL FORM**

DATE: June 10, 2004  
TO: Examiner Anthony J. Blackman  
FIRM: USPTO, Group Art Unit 2676  
FAX #: (703) 746-5731  
PHONE: (703) 305-0833  
FROM: Kathleen Schlosbon

TOTAL NUMBER OF PAGES: 21  
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**MESSAGE:****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): Ren EGAWA et al.

Serial No.: 10/023,377

For: (As Amended) DYNAMIC TEXTURE MAPPING OF TEXTURE MAPS  
ONTO THREE DIMENSIONAL OBJECTS FOR ADVERTISING TARGETED  
DEMOGRAPHICS WITH CLIENT SYSTEM DISPLAY OVER A NETWORK

Dear Examiner Blackman:

Per your request, enclosed is a DUPLICATE COPY of the Response with Amendment that we filed with the USPTO at the central fax number on April 2, 2004. We are also enclosing a copy of the Auto-Reply Facsimile Transmission sheet and our fax confirmation receipt documenting receipt on same date.

Certainly contact us if you have any further questions or requests.

Sincerely,



Kathleen Schlosbon  
Patent Paralegal

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Received  
Cover  
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04/02/2004 00:11 561-989-9812 PLEIT KAIN ET AL. PAGE 81/18

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TELECOPIER TRANSMITTAL FORM

DATE: April 2, 2004  
TO: Examiner Anthony J. Blackmen  
FIRM: USPTO, Group Art Unit 2876  
FAX #: (703) 872-6306  
PHONE: (703) 308-0833  
FROM: Jon A. Gibbons

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MESSAGE:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Ren EGAWA et al.  
Serial No.: 10/023,377  
Re: (As Amended) DYNAMIC TEXTURE MAPPING ON TEXTURE MAPS  
ONTO THREE DIMENSIONAL OBJECTS FOR ADVERTISING TARGETED  
DEMOGRAPHICS WITH CLIENT SYSTEM DISPLAY OVER A NETWORK

Enclosed are the following:  
Transmittal letter (1 page); and Response with Amendment (16 pages)

Docket No.: 01-MV-065 230-A01-013 April 2, 2004

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JUN 10 2004

## TRANSMISSION VERIFICATION REPORT

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NAME : FLEIT KAIN ET AL.  
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TEL : 561-989-9811  
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## MESSAGE:

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Ren EGAWA et al.

Serial No.: 10/023,377

For: (As Amended) DYNAMIC TEXTURE MAPPING OF TEXTURE MAPS  
ONTO THREE DIMENSIONAL OBJECTS FOR ADVERTISING TARGETED  
DEMOGRAPHICS WITH CLIENT SYSTEM DISPLAY OVER A NETWORK

## Enclosed are the following:

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**FLEIT, KAIN,  
GIBBONS, GUTMAN  
BONGINI & BIANCO P.L.**  
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writer's e-mail: jgibbons@FocusOnIP.com

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**MESSAGE:**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Applicant(s):** Ren EGAWA et al.

**Serial No.:** 10/023,377

**For:** (*As Amended*) *DYNAMIC TEXTURE MAPPING OF TEXTURE MAPS  
ONTO THREE DIMENSIONAL OBJECTS FOR ADVERTISING TARGETED  
DEMOGRAPHICS WITH CLIENT SYSTEM DISPLAY OVER A NETWORK*

**Enclosed are the following:**

Transmittal letter (1 page); and Response with Amendment (16 pages)

**Docket No.:** 01-MV-065

**230-A01-013**

**April 2, 2004**

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of : Atty. Docket No. 01-MV-065  
 Ren EGAWA, et al. : Group Art Unit: 2676  
 Serial No. 10/023,377 : Examiner: Anthony J. Blackman  
 Filed: December 12, 2001 : Confirmation No. 2451

For: (As Amended) DYNAMIC TEXTURE MAPPING OF TEXTURE MAPS  
 ONTO THREE DIMENSIONAL OBJECTS FOR ADVERTISING TARGETED  
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TRANSMITTAL**MS NON-FEE AMENDMENT**

Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

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SIR:

Transmitted herewith is an amendment in the above-identified application, and the following:

[X] No additional filing fee is required.

The fee has been calculated as shown below. (Small entity fees indicated in parentheses.)

CLAIMS AS AMENDED						
(1)	(2)	(3)	(4)	(5)	(6)	(7)
	Claims Remaining After Amendment		Highest Number Previously Paid For	Extra Claims	Rate	Fee
Total Claims (Small Entity)	24	-	24	0	18.00 (9.00)	0
Independent claims (Small Entity)	5	-	5	0	86.00 (43.00)	0
Multiple Dependent (Small Entity)	0	-	0	0	290.00 (145.00)	0
Extension of Time Fee (Small Entity)	One Month \$110 (\$55)		Two Months \$420 (\$210)	Three Months \$950 (\$475)		0
Total						\$0.00

XX The Commissioner is hereby authorized to charge any required fees to Deposit Account No. 50-1556.

Respectfully submitted,

Date:

4/2/04

By:

Jon A. Gibbons  
 Reg. No. 37,333

Customer No. 30428

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